

Message Text

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SUBJ: GLOBAL MARKET RESEARCH: BID PROPOSALS FOR COMMUNICATIONS
EQUIPMENT AND SYSTEMS IN MALAYSIA

REF: A-2817, APRIL 22, 1975

1. EMBASSY INVITED EIGHT MALAYSIAN MARKET RESEARCH CONSULTANTS
TO BID ON SUBJECT PROJECT IN MALAYSIA AND OTHER COUNTRIES.
FOLLOWING FOUR FIRMS SUBMITTED PROPOSALS:

2. (A) P.A. MANAGEMENT CONSULTANTS SDN. BHD. FIRST STARTED
OPERATING MALAYSIA EARLY 1960'S. PA IS MEMBER INTERNATIONAL
MANAGEMENT CONSULTANTS GROUP ESTABLISHED LONDON 1943, OFFICE
SEVERAL CITIES IN U.K., ERIE, EUROPE, AUSTRALIA. PROPOSAL
SUBMITTED IS FOR SINGLE STUDY CONTRACT COVERING MALAYSIA ONLY.
BID PRICE IS US\$4,850.00 (M\$10,912.00). KUALA LUMPUR OFFICE
IS RESPONSIBLE FOR SUBJECT STUDY. PA GROUP HAS EXTENSIVE
EXPERIENCE MANAGEMENT CONSULTING FOR TELECOMMUNICATIONS'
AUTHORITIES. PRINCIPAL MANAGEMENT CONSULTING PROJECTS
UNDERTAKEN FOR GOVERNMENT AND PRIVATE ORGANIZATIONS INCLUDE:
CONFERENCE EUROPEENE DES ADMINISTRATIONS DES POSTES ET DES
TELECOMMUNICATIONS (CEPT); INDONESIAN TELECOMMUNICATIONS
AUTHORITY (PERUMTEL); TELECOMMUNICATIONS AUTHORITY OF THE
STATE OF BAHIA (TEBASA), BRAZIL; YCUGES AIRCRAFT COMPANY;
INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION (ITT);
CABLES AND WIRELESS LTD; CANADIAN DEPARTMENT OF COMMUNICATIONS;
DEUTSCHE BUNDESPOST; NETHERLANDS PTT: TELEVERKET (SWEDEN).
RESEARCH PROJECTS CONDUCTED FOR USDOC INCLUDE: ELECTRONIC
DATA PROCESSING AND RELATED EQUIPMENT AND AIRCONDITIONING AND
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REFRIGERATION EQUIPMENT. FOR SUBJECT PROJECT, FIRM WILL

CARRY OUT 60 PERSONAL AND TELEPHONE INTERVIEWS WITH GOVERNMENT MINISTRIES (5); PUBLIC SECTOR ORGANIZATIONS INCLUDING P.T.T. (6); EQUIPMENT MANUFACTURERS/SUPPLIERS (7); MANUFACTURING INDUSTRIES (15); TRADING COMPANIES (10); BANKING AND INSURANCE (5); TIN MINING COMPANIES (5); TRANSPORTATION COMPANIES (4); RETAILERS (3).

(B) SPECTRUM MALAYSIA SDN. BHD., MARKETING CONSULTING COMPANY FIRST ESTABLISHED SYDNEY, AUSTRALIA 1969. BRANCHES SINGAPORE, KUALA LUMPUR, INDONESIA AND TAIWAN. BID PRICE US\$18,135.00 (M\$40,622.00) FOR MULTI-STUDY CONTRACTS COVERING MALAYSIA (US\$5,464.00); SINGAPORE (US\$4,406.00); INDONESIA (US\$4,165.00) AND TAIWAN (US\$4,100.00). SPECTRUM PROPOSES CONDUCT MINIMUM 47 PERSONAL INTERVIEWS DISTRIBUTED AS FOLLOWS: GOVERNMENT - FEDERAL/LOCAL (6), MUNICIPAL (2), MILITARY/POLICE (4), MINISTRY OF TRADE (1), STANDARDS AND REGULATIONS (2); PUBLIC SERVICES - TELECOMMUNICATIONS (4), HOSPITALS (2), EDUCATION (1); PRIVATE SECTOR - MANUFACTURING/RETAIL (8), BANKING/INSURANCE (3), HOTELS (4), CONSULTING ENGINEERS (4), MINING AND MINERALS EXPLORATION (2); OTHERS - FOREIGN TRADE COMMISSION (2), TRADE ORGANIZERS (2). SPECTRUM CONDUCTED MARKET STUDIES FOR: HOOKER CHEMICALS AND PLASTICS CORPORATION, USA; AND IBM WORLD TRADE CORPORATION, USA.

(C) EASTERN MARKET ASSESSMENT SURVEYS (EMAS) SUBMITTED BID PRICE US\$10,000.00 (M\$11,370.00) FOR MULTI-STUDY CONTRACTS COVERING MALAYSIA AND SINGAPORE. FOR MALAYSIA, 26 INTERVIEWS WILL BE CONDUCTED WITH TELECOMMUNICATIONS DEPARTMENT (4); STATISTICS DEPARTMENT (3); ECONOMIC PLANNING UNIT (1); CUSTOMS AND EXCISE DEPARTMENT (1); MINISTRY OF DEFENCE (1); FEDERAL INDUSTRIAL DEVELOPMENT AUTHORITY (1); STANDARDS INSTITUTE OF MALAYSIA (1); POLICE DEPARTMENT (2); IMPORT AGENTS (3); MANUFACTURERS (3) FUTURE MANUFACTURERS (2); ENGINEERING CONSULTANTS (3). FOR SINGAPORE, NUMBER OF INTERVIEWS DISTRIBUTED BY SECTORS SAME AS IN MALAYSIA. EMAS'S CLIENTELE INCLUDES MULTI-NATIONAL MANUFACTURING AND MARKETING ORGANIZATIONS, ADVERTISING AGENCIES, FOREIGN GOVERNMENTS, WORLD BANK AND ECONOMIC PLANNING UNIT, PRIME MINISTER'S DEPARTMENT.

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(D) MPRC (ASIA) SDN. BHD'S BID PRICE US\$4,450.00 (M\$10,012.50) FOR MALAYSIA. NO MENTION OF NUMBER OF INTERVIEWS TO BE CONDUCTED DURING COURSE OF STUDY AND DISTRIBUTION OF INTERVIEWS BY SECTORS GIVEN. MPRC ALSO NOT CONDUCTED MARKET STUDIES PREVIOUSLY. SUBJECT FIRM IS NOT RECOMMENDED BY EMBASSY.

2. ONE COPY EACH PROPOSAL FORWARDED AIR POUCH, ONE COPY EACH

PROPOSAL SENT AIRMAIL JUNE 12.

3. EMBASSY CONCURS WITH EMBASSY SINGAPORE THAT LOCAL MARKET
RESEARCH CONSULTANTS WILL NOT RESPOND TO FUTURE BID
INVITATIONS FROM EMBASSY IF STUDIES FOR MALAYSIA CONTINUE
TO BE AWARDED TO FOREIGN-BASED FIRMS.
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